

Bigness Necessary for Service

IN some farm operations, in many manufacturing lines, and, more particularly, in refining and distribution of petroleum products, large scale operations are essential to insure maximum economy and service.

The production of crude oil varies but little on account of seasonal changes, and the refining processes are continuous operations.

The consumption of petroleum products, however, varies widely with the season. In summer, consumption far outstrips production, while during the winter months the reverse is true.

To prepare himself for the summer rush, the oil refiner, who is ambitious to render a maximum service, must operate his refineries at full capacity throughout the year, and must provide adequate storage to take care of his surplus output during the winter months, and store it against a day of maximum demand when the country roads and city boulevards are crowded with machines, and the farmer has his tractor in the field.

To perform this service requires the investment of huge sums of money, and the maintenance of a complete organization at all times.

The Standard Oil Company (Indiana) is ambitious to be a leader in the petroleum industry. It is ambitious to render to the people of the Middle West as near a perfect service as care, thought, and adequate resources can devise.

In carrying on its business, the Company has invested more than 185 million dollars; it operates four large refineries in which it manufactures the many varieties of petroleum products needed by the consuming public.

It operates 3215 bulk stations, more than 1000 filling stations, and a fleet of nearly 4000 tank delivery trucks.

Its permanent organization consists of about 23,000 efficient loyal men and women, working under one head, to render a service which makes it possible for you to get a gallon of gasoline, or a quart of oil, or a pound of grease, when you want it, and wherever you may be.

Standard Oil Company
(Indiana)
910 So. Michigan Ave., Chicago
2357

SETHTON

H. A. Gardner and James Leonard were in Muskegon on business several days last week.

Mrs. John Nimmo and Mrs. Verne Gardner spent Thursday in Middleton.

John Jarvis was in Ithaca on business Thursday.

Addison Frye, who has been spending the past few weeks in Ionia, has returned home.

Ester Locke of North Shade spent Sunday night and Monday with Iris Gardner.

Rachel Williams was out of school several days last week on account of sickness.

There will be a program and Christmas tree at the church Friday evening.

Miss Mildred Morse of Ypsilanti school is spending her vacation here with her parents, Mr. and Mrs. M. C. Morse.

Floyd Finch has moved back to the Wm. Downs farm.

Harve Plott is spending several days at the Rev. Joseph Robinson home near Vestaburg.

Friend Work.

"Until you learn that work is your best friend—not your worst enemy—you will never get very far—except downhill."—Forbes Magazine.

SCRIPTURE

John 5:2-9

Now there is at Jerusalem by the sheep market a pool, which is called in the Hebrew tongue Bethesda, having five porches.

In these lay a great multitude of impotent folk, of blind, halt, withered, waiting for the moving of the water.

For an angel went down at a certain season into the pool, and troubled the water: whosoever then first after the troubling of the water stepped in was made whole of whatsoever disease he had.

And a certain man was there which had an infirmity thirty and eight years.

When Jesus saw him lie, and knew that he had been now a long time in that case, he saith unto him, Wilt thou be made whole?

The impotent man answered him, Sir, I have no man, when the water is troubled, to put me into the pool: but while I am coming, another stepeth down before me.

Jesus saith unto him, Rise, take up thy bed, and walk.

And immediately the man was made whole, and took up his bed, and walked: and on the same day was the sabbath.

Money spent with us buys not only good coal but satisfaction and reliability as well. Brown-Ward Co., phone 27-60tf.

Good Will



Christmas inspires an expression of appreciation for the friendly co-operation accorded our efforts in 1920. Fairness tempered the disappointments and encouraged progress.

In this holiday season it is our wish that all may be caught in the net of its happy spirit and enjoy a Merry Christmas and a Prosperous New Year.



**Little Rock Coal
and Lumber Co.**

Telephone 246

GREETINGS OF THE SEASON

A VERY MERRY CHRISTMAS

HAPPY NEW YEAR

CONTINUED PROSPERITY

ABUNDANT HEALTH

GREAT HAPPINESS

ARE THE THINGS WE HOPE MAY
COME TO YOU

Crandell & Scott

ALMA, MICHIGAN

CHRISTMAS THANKS FOR YOUR ALL-THE-YEAR PATRONAGE

WE Wish to Thank the Citizens of Alma and particularly the Contractors for the splendid Patronage which we have enjoyed during the building season just closed. We hope to give you even better service in the coming year because of more normal conditions.

Home Lumber & Fuel Company